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Monday, November 11, 1985

Advertising Age

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Victor Kiam, a la Lee Iacocca, has a book out. Now he's hawking Remington razors—and his book—with money-back guarantees.

The man who would be Lee

By BRIAN MORAN

Electric-shaver wizard Victor Kiam, never one to delegate a tough sales job, has advised his big New York publishing house not to fuss about getting his first book onto the best-seller lists. He'll take care of it.

Remington Products' Mr. Kiam, the Lee Iacocca of the shaver business, hopes to match the book-selling success of Chrysler's chairman with "Going for It!"—a how-to tome on entrepreneuring that carries a money-back guarantee.

But Mr. Kiam won't depend on publisher William Morrow & Co. to get the job done. He plans personally to spend more than $4 million next spring to advertise the national rollout of his book on tv.

That's an unprecedented marketing expense for book publishing, where even the highest-profile titles rarely get more than $200,000 in ad support. Random House is spending about $125,000 to promote its major Christmas offering, James Michener's "Texas."

As Mr. Kiam tells it, William Morrow has taken a decidedly hands-off approach to his extravagant advertising plans.

"They said to me, 'Fine. You want to do that, you put up the money,' " Mr. Kiam said in a phone interview. Morrow has agreed to be liable for a set percentage of the ad expenses if "Going for It!" turns out to be a hit, he said.

In another move that's sure to shake up Publisher's Row, Mr. Kiam and William Morrow currently are test-marketing the book in three cities before the planned

(Continued on Page 100)

Last Minute News

Nynex reviewing $10 million corporate account

New York—Nynex Corp. is reviewing agencies for its $10 million corporate account, now at Young & Rubicam. The regional telephone company's review includes Y&R and five others. Decision due by yearend.

Ally cuts loose 25 employes

New York—Ally & Gargano reportedly has let go 25 to 30 staffers. The layoffs come in the wake of the agency's resignation of Polaroid Corp.'s $30 million consumer account (AA, Nov. 7) and the earlier account losses of Travelers Insurance ($15 million), Timberland boots and shoes ($6 million) and SAS Airlines (about $1 million).

Seagram takes print media-buying in-house

New York—House of Seagram, the umbrella company that shelters all Seagram brands, is moving its print media-buying in-house, probably

(Continued on Page 5)

AGENCYQUAKES

New O&M-TWA tie stalls

By BRIAN MORAN

New York—Trans World Airlines abruptly canceled a planned announcement Nov. 8 that it would rehire just-fired Ogilvy & Mather to handle its account, at deeply slashed fees.

In the space of 18 hours, TWA made a stunning flip-flop on its agency plans after new owner Carl Icahn stepped directly into the picture.

On Nov. 7, TWA staff vp-advertising Erv Kaufman said the airline had decided to retain O&M, which was dismissed from the $70 million business Oct. 23 (AA, Oct. 28).

"An open-ended agreement has been made to extend the old contract," Mr. Kaufman said. Mr. Kaufman said O&M would continue to handle both creative and media and that an "incentive arrangement" had been added to the agency's contract providing for profit sharing if TWA's revenues increased.

Mr. Kaufman added that TWA planned to make a formal announcement on the new agreement the following day.

On Nov. 8, Mr. Kaufman could not be reached. Sally McElwreath, a TWA spokeswoman, said the carrier would have no statement on O&M's status and that any future pronouncements on advertising plans would no longer come from Mr. Kaufman but from Mr. Icahn.

"We are telling [agencies] who are interested in the account to talk to Carl Icahn," Ms. McElwreath

(Continued on Page 98)

Lawson move no shock

By STEWART ALTER

New York—The timing of this week's breakup of the 15-year-old agency team that was Rosenfeld, Sirowitz & Lawson—with Tom Lawson departing as president—was a surprise, but the signs of trouble had been there.

"We had had discussions with each other over a period of time, though we didn't know specifically until Monday morning [Nov. 4] that he was leaving," said Len Sirowitz. The three partners, Messrs. Sirowitz, Lawson and Ron Rosenfeld, had been together Nov. 1 at ceremonies in which Mr. Sirowitz was inducted into the Art Directors Club hall of fame.

Mr. Lawson also surprised his partners the same day he announced he would be leaving by running an ad hailing Mr. Sirowitz' Hall of Fame status as well as Mr. Rosenfeld's previous induction into the Copywriters Hall of Fame.

The ad, seeking new business, requested that interested advertisers call Mr. Lawson at RS&L's phone number. Mr. Rosenfeld said that while he knew the ad was being planned, he was surprised at the ad's timing since it broke simultaneously with Mr. Lawson's resignation announcement.

The agency immediately was renamed Rosenfeld, Sirowitz & Humphrey, reflecting Stephen Humphrey's elevation to president from chief operating officer/president of the New York office.

Mr. Lawson was reported to be headed for Mickelberry Corp.'s Laurence, Charles & Free, where he would become president-ceo, succeeding Laurence

(Continued on Page 98)

McDonald & Little shut

By STEWART ALTER and RUSSELL SHAW

Ted Bates Worldwide's decision last week to close McDonald & Little has thrown about $10 million worth of business up for grabs.

Bates said it decided to close the Atlanta-based agency, which it purchased in 1982, because it was "no longer viable."

The decision followed M&L's steady loss of existing accounts and inability to pick up any new business in two years.

New York-based Bates had invested about $2 million this year to try to keep the shop afloat, sources say.

Bates will retain M&L chairman Mike McDonald as a consultant. "I'm feeling terrific," Mr. McDonald said. "I have no statement now. My plans are to continue. My job right now is to make sure that our clients' needs are served through the 90-day notice period, help the staff get good positions and relocated if possible, to protect the interests of Ted Bates and make sure all of our obligations to creditors are discharged in an orderly manner."

McDonald & Little's largest client was Simmons Co., Atlanta, with a budget of about $6 million.

"Our option would be looking at other agencies," said Larry Alm, vp-advertising and merchandising at the bedding company. "There are also some modular options, like farming out creative and research, while doing media buying ourselves."

Simmons is a unit of Wickes Cos., Santa Monica,

(Continued on Page 98)

Curtains at Ash/LeDonne

By STEWART ALTER

Ash/LeDonne realized a few years ago that having a client roster that read like the Tony Awards wasn't going to be enough. Broadway's business had been falling off, and the agency started diversifying its client list, getting into other entertainment areas.

But in the end, it would be the theater that would drop the closing curtain on the agency. Ash/LeDonne was done in by "The Tap Dance Kid."

The agency's Los Angeles office couldn't collect a $290,000 bill from the West Coast producers of "The Tap Dance Kid."

The debt pushed Ash/LeDonne to more than $1 million in uncollected receivables, with more than $700,000 in media bills due.

On Oct. 31, agency president Jeffrey Ash told his 30 employes in New York and about a dozen in Los Angeles that the agency couldn't cover their checks. Ash/LeDonne was calling it quits.

"We were hurt a few years ago on the West Coast when 'Sweeney Todd' owed us $190,000," he said. "Collecting money is one of the major nemeses of our business. There are lots of good producers who are honorable and pay their debts. And then there are others who just run up bills and want you to create ideas today to get into tomorrow's paper."

Mr. Ash, who now plans to "take a few weeks and check out my options," has been in the entertainment advertising business for a while. He had worked at Blaine/Thompson, once the leading theatrical ad agency. His father had been one of its

(Continued on Page 98)

NEWSPAPER

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HIGHLIGHTS

TWA-O&M: So close, yet so far 1

Trans World Airlines abruptly canceled a planned announcement Nov. 8 that it would rehire just-fired Ogilvy & Mather at deeply slashed fees. TWA made a stunning flip-flop after new owner Carl Icahn stepped in.

Bates pulls plug on McDonald 1

Ted Bates Worldwide's decision to close its McDonald & Little unit has thrown about $10 million worth of business up for grabs. Bates said it decided to close the Atlanta-based agency, which it purchased in 1982, because it was "no longer viable."

Coke, Pepsi pit cherry colas 3

PepsiCo's first challenge to Cherry Coke is being fought in Canada amid the kind of secrecy that accompanies military maneuvers. In the U.S., Coca-Cola Co. beat Pepsi-Cola Co. to market with a cherry cola. But the sudden appearance of Cherry Pepsi in selected Canadian markets—just two days before Cherry Coke arrived on store shelves—caught Coke executives by surprise.

Mac deals out McD.L.T. 3

McDonald's Corp. last week made its McD.L.T. sandwich available nationwide and eligible for support from its huge network tv budget, which sources said it will get through Nov. 25. The national introduction for the sandwich was accomplished in less than a year, an uncharacteristically speedy systemwide rollout for the McDonald's system.

Teddy bears grow up 4

Soft-tech teddys and Pound Puppies are the hot newcomers to this holiday season's toy chest, an Advertising Age informal survey of retailers found.

Sorting out The New Yorker buy 6

Advance Publications' $168 million acquisition of The New Yorker Magazine Inc. last spring brought it, in addition to the famed weekly magazine, a mixed bag of publishing and other operations. Advance, and the new management team it has installed at New Yorker, are starting to make decisions about some of these non-*The New Yorker* subsidiaries.

P&G adds to otc drugstore 10

Procter & Gamble again has decided it is wiser to buy into a market than develop it on its own. P&G last week reached an agreement with Monsanto Co. to buy the over-the-counter drug business of G.D. Searle & Co., which Monsanto bought earlier this year.

CBS drafts Rx for drug ads 12

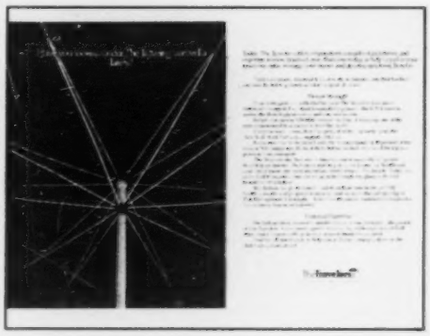
CBS has drafted its own commercial-acceptance guidelines for prescription-drug advertising. The network's two-page set of standards was presented to the Food & Drug Administration and a congressional subcommittee last month, hard on the heels of an FDA decision lifting a 30-month moratorium on mass-media advertising of prescription products.

Wise ain't no fool 28

Borden Inc.'s Wise Foods broke several unwritten rules when it introduced New York Deli potato chips last spring. But these violations simply contributed to a successful new product for the Atlanta-based snack marketer.

Diet Squirt muscles up 32

SquirtCo is introducing vitamin-enriched Diet Squirt Plus for diet and nutrition-conscious consumers.



Ad push for Travelers 38

Travelers Corp. has begun a $3 million fall ad push to support the company's reorganization along market, rather than product, lines. The nation's fifth-largest financial-services company, Travelers previously marketed along product lines, such as property-casualty insurance, life and health insurance and group business coverage.

NEW PRODUCTS

Improving innovations 30

While the number of new products introduced in 1985 is far below that of a year ago, the quality of those products is getting better. That's the conclusion drawn by the Initiatives Group from its Innovation Index, a systematic method designed to assess new-product development.

INTERNATIONAL

Mexican soft-drink battle 58

Seven-Up and Coca-Cola Co. in Mexico are involved in a market battle in the lemon-lime soft-drink category. Seven-Up Mexicana last month introduced a new 7UP tv campaign and took out page ads in major newspapers, via Leo Burnett Co. Coca-Cola's Sprite responded with a new tv spot last month, via McCann-Erickson.

Canada's "new wave" smokes 58

Canadian tobacco marketer RJR-Macdonald is being criticized for a "new wave" ad campaign that detractors say encourages young people to start smoking. The print and poster campaign, via J. Walter Thompson Co., is for a new, mid-strength cigaret called Tempo.

Nestle's new fast-food entry 59

Swiss marketer Nestle, in conjunction with French company Grands Moulins de Paris, is developing a new fast-food item called the franquette, a freshly baked half baguette, the long French bread, stuffed with a frozen cooked dish, in stick form.

OTHER NEWS

Even as Saatchi & Saatchi Compton works on introductory print ads for Almay's Protectives Skin Care for Age-Control, there's talk that client and agency may split. Page 4.

After losing $3 million after taxes during the past two years on its Christie Brinkley clothing unit, Russ Togs has opted to close the division. Page 10.

S.C. Johnson & Son next year will reposition Aveeno bath products as broad-purpose consumer products with a $6 million ad campaign it believes will regain sales momentum for the line. Page 41.

Compaq Computer Corp. is taking advantage of its record performance in the otherwise soft personal-computer market to target corporate buyers with a major print campaign. Page 53.

Monsieur Henri Selections, marketer of Stolichnaya Russian vodka, next month breaks its first new advertising in five years for the No. 1-selling imported vodka. Page 70.

The staff of the Michigan-based Cherry Bowl is making grand plans and cranking up a huge promotional effort to establish a bowl tradition in the North, far from the bikinis, beaches and palm trees associated with post-season college football. Page 74.

CDP International has emerged as the fastest-growing agency in the U.K., leaping from 16th to fourth place in operating profits and from 28th to second place in pretax profit margins. Page 76.

The Cable Advertising Bureau and Cable Television Administration & Marketing Society are developing what the groups describe as the cable industry's first program-specific network promotional material. Page 90.

COMING THURSDAY

For John Moschitta, better known as "that fast-talking Federal Express guy," getting people to take him seriously is serious business. Especially on casting calls. Three years ago he uttered those fateful 450 word-a-minute lines: "Peter-you-did-a-bang-up-job-I'm-putting-you-in-charge-of-Pittsburgh-I-know it's perfect-that's-why-I-picked-Pittsburgh-Pittsburgh's-perfect-Peter-may-I-call-you-Pete..." That ack-ack performance won him a Clio award for best actor and brought renewed national awareness to Federal's overnight package-delivery service, but it also gave Moschitta a new challenge: Prove that his vocal chords work at speeds other than fast-forward.

New technologies and increased specialization are two of the factors spurring growth in marketing/advertising research. Special Report will look at the companies and people that are giving new vitality to the industry.

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Turner casts for co-star at MGM

By MAURINE CHRISTOPHER

Can Ted Turner stand corporate life if he is to be sandwiched in between Viacom International and the National Broadcasting Co.?

That became a crucial consideration last week as the owner of Turner Broadcasting System struggled to find the money to buy one of the entertainment industry's most unsuccessful movie and tv production houses, MGM-UA Entertainment Co.

Viacom and NBC confirmed they are talking with Mr. Turner, but NBC denied a deal had been set for it to buy a 50% share of TBS' Cable News Network for $200 million to $250 million.

The latest fiscal report on MGM, carrying an annual loss of $115

(Continued on Page 100)

Wozniak item will miss yule

By CLEVELAND HORTON

Steven Wozniak, whose engineering genius helped spawn Apple Computer, can't seem to ferret out the bugs in his new company's first products—electronic gadgets to drive remote-controlled home entertainment components like tvs, vcrs and stereos.

Mr. Wozniak's company, CL 9, Los Gatos, Cal., originally hoped to release a $20 device in time for the holiday season. Called Tyron, the unit attaches to consumer electronic products' infrared "eyes" to heighten their sensitivity to the hand-held remote controllers. Production glitches delayed Tyron's introduction and

(Continued on Page 102)

West Coast news

B-R finds 15-second spots tasty

Baskin-Robbins Ice Cream, Glendale, Cal., will become one of the first national advertisers to use 15-second network commercials in a Christmas promotion starting in December. The ice cream retail chain will tie-in with Walt Disney Productions' re-release of the film classic "101 Dalmations." B-R says 15-second ads will dominate its schedule next year—exclusively on CBS, currently the only network to accept them. J. Walter Thompson USA, Los Angeles, is

(Continued on Page 100)

NEW PRODUCTS

New products 1985: Fewer, but better

By NANCY GIGES

While the number of new products introduced in 1985 is far below that of a year ago, the quality of those products is getting better.

That's the conclusion drawn by the Initiatives Group from its Innovation Index, a systematic method designed to assess new-product development.

During the first half of 1985, the number of new products launched —2,332—was down 17% from 1984, but 341 new products this year have contributed innovative formulas, packaging, technology or positionings. This represents a 42% increase compared with last year, according to the index, which is obtained by dividing the number of innovations by the number of products introduced.

The index rose to 18.2% during the second quarter of this year, up from 8.3% in 1984.

The leading innovators are a mixed bag of large and small, old and new companies across the country, from Preventa Pak, Beverly Hills, Cal., with its six self-diagnostic kits, to Procter & Gamble, Cincinnati, which has picked up the mantle once again in new-product development.

The biggest increase in innovations occurred in packaging, in which 88 were recorded during the first six months versus 37 last year. Positioning innovations saw a rise of 42, to 107; technology up 6, to 11, and marketing up 5, to 5. The only decline came in formula innovations, down 4 to 130, although this segment still is the largest source of innovations.

Initiatives Group said one reason for the rise in packaging innovations is the diverse way packaging is being used to segment markets. For example, American Popcorn and Real Fresh have developed items aimed at the emerging microwave market for their popcorn and pea soup, respectively.

Other innovations are aimed at smaller families on the go, such as Henri's Salad Dressing To Go, Falbar's Wine in Glass and ready-made Golden Grain spaghetti.

Gillette has introduced Atra Plus, a razor with lubrication for people with sensitive skin, and Marcal Paper has compressed all the air out of its napkins package to take up less space in the cupboard and on retail shelves.

In the positioning area, the Initiatives Group sees marketers skillfully adapting successes from other categories. International Bakers has introduced a healthier snack—Pita Chips, and General Brewing, recognizing Americans' fascination with lotteries, has come up with Lotto beer, whose caps offer prizes of up to $1,000. Max Factor has introduced a body moisturizer in mousse form, and Clairol has added a hair-coloring mousse.

Products of the leading innovators receiving at least one star:

For innovation in two areas:

Chesebrough-Pond's Cutex Graffiti Nailwriter. (Greenwich, Conn.) Rated for packaging and positioning innovations. A marker-type pen to be used as accent polish or for creating original designs. Retails for $1.97. Agency: Waring & LaRosa.

Campbell Soup's Today's Taste. (Camden, N.J.) Rated for positioning and packaging innovations. Line of refrigerated vegetable, seafood salads. Agency: CSC Advertising (in-house agency).

For formula innovation:

Procter & Gamble's Duncan Hines cookies. (Cincinnati) Varieties include peanut butter nut, peanut butter chocolate chip, oatmeal raisin, oatmeal cinnamon, oatmeal chocolate chip. 12-oz. bags. Agency: Grey Advertising.

Procter & Gamble's Cheer. (Cincinnati) An easier dissolving formula. Agency: Leo Burnett USA.

Campbell Soup's Mrs. Paul's seafood en croute. (Camden, N.J.) Fish-shaped pastry filled with seafood. Varieties are fish divan, seafood newburg, crab imperial, scallops St. Jacques, salmon veloute, lobster Americaine. Price range: $2.09 to $4.09. Agency: Needham Harper Worldwide, New York.

Coca-Cola Co.'s Max. (Atlanta) Energy and fluid replacement drink in light citrus flavor. Agency: Marschalk Co.

Campbell Soup's Swanson Great Starts breakfast sandwiches. (Camden, N.J.) Agency: Ogilvy & Mather.

Coca-Cola Co.'s Cherry Coke. (Atlanta) Cherry-flavored cola. Agency: SSC&B.

Procter & Gamble's Crest tartar control formula. (Cincinnati) The first toothpaste to reduce tartar buildup while also providing cavity protection. Agency: Benton & Bowles.

Chesebrough-Pond's Rave Hair Masque. (Greenwich, Conn.) Two-minute conditioning treatment. $1.83 for 8-oz. plastic tube. Agency: Ogilvy & Mather.

Chesebrough-Pond's Aziza Fun in the Sun Cheek-Bronzing mousse. (Green wich, Conn.) Agency: Waring & LaRosa.

Beatrice's Playtex Plus deodorant tampons. (Chicago) Formulated without polyacrylate, a fiber linked to certain health hazards. Agency: Grey Advertising.

Procter & Gamble's Always super plus maxipad. (Cincinnati) Sanitary napkin with side panels that may be folded around the edges of underwear to guard against leakage. Agency: Benton & Bowles.

For packaging innovation:

Beatrice's Hunt's Snack Pack pudding. (Chicago) In plastic cup. Four-packs of 4.25-oz. cups. Flavors: Vanilla, chocolate, chocolate fudge. $1.19 for four-pack. Agency: Dailey & Associates.

Coca-Cola Co.'s Hi-C. (Atlanta) Offered in aseptic nine-pack cartons. $2.59 a pack. Agency: Marschalk Co.

Procter & Gamble's Joy. (Cincinnati) Dishwashing liquid in pump dispenser. Agency: Grey Advertising.

Procter & Gamble's Scope. (Cincinnati) Mouthwash in clear, shatterproof plastic bottles. Agency: Benton & Bowles.

Campbell Soup's Recipe Half-A-Can. (Camden, N.J.) Dog food in a 7-oz. can, half the size of standard can. Agency: CSC Advertising (in-house agency).

Preventa Pak Products' Travel Health kit. (Beverly Hills, Cal.) Seven all-natural remedies in a take-along kit for motion sickness, diarrhea, constipation, fatigue, insect bites, jet lag, sore gums, upset stomach, earaches, nose bleeds, headaches, insomnia, sunburn, skin rash, gas.

Molor Products' Self-Cleaning Pet Brush. (Westmont, Ill.) Bristles retract so that matted hair can be pulled from brush for cleaning. No agency.

Molor Products' Kar-Safe. (Westmont, Ill.) A large day-glow reflectorized pennant marketed as a safety flag. No agency.

For positioning innovation:

Procter & Gamble's Trimfit Attends. (Cincinnati) Newly designed adult diaper for the ambulatory incontinent market. Has wetness indicator that turns color when the diaper is wet. Agency: Benton & Bowles.

Preventa Pak Products' Self Check-Up Bowel Transit Kit. (Beverly Hills, Cal.) Lets the user compare effects of various special diets on the digestive process and insures that food is being digested in the right amount of time to maintain optimum nutritional benefits. Five tests per kit for $4.95.

Beatrice's Max Factor Active Protection Golden Moisture Body Mousse. (Chicago) A light, fluffy body moisturizer in a 2-oz. foam applicator. Retails for $4.50. Agency: Wells, Rich, Greene.

Chesebrough-Pond's Cutex Shadow Fix. (Greenwich, Conn.) Eye makeup primer

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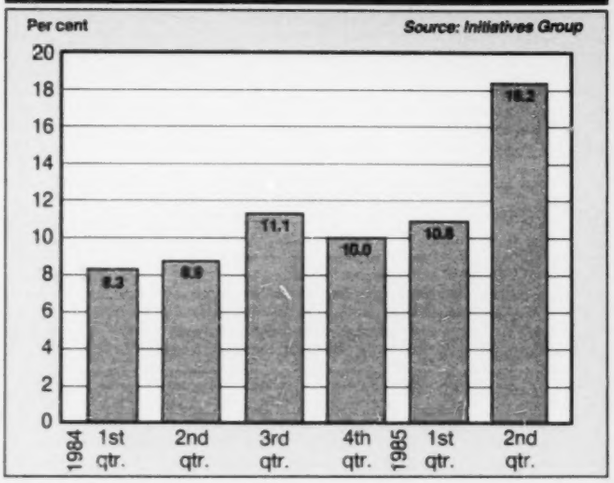
Innovation index



The Innovation Index

Innovation Index is a system of evaluating new products, established by the Initiatives Group, Toronto and New York. The index rates products in six categories—food, beverage, health & beauty aids, household, pet and miscellaneous. Each product can be awarded up to five stars, one for each of five areas—new technology, new formulation, new packaging, new positioning to either new users or for new usage and opening of a new market. The Innovation Index is obtained by dividing the number of innovations by the number of products introduced.

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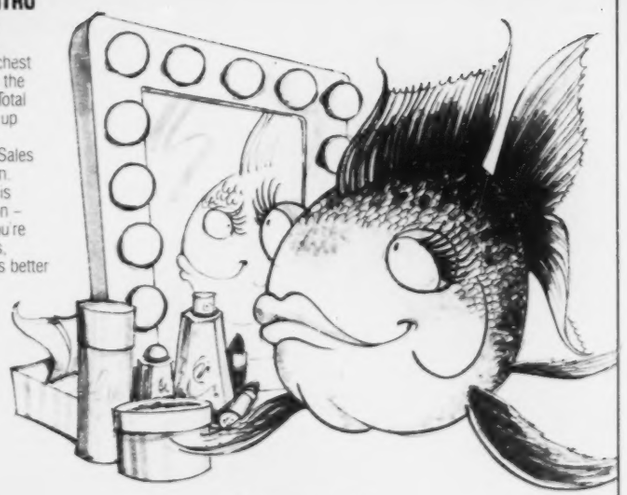

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Sources: *Market Statistics, 1984, Sales Per Household
**Sales & Marketing Management's 1984 Survey of Buying Power

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Spud a-peel

The Idaho Potato Commission is emphasizing versatility of spuds in a print campaign in women's magazines. The ads show potatoes complementing various entrees, using the line "Right from the very first bite." D'Arcy Masius Benton & Bowles, San Francisco, handles.

Squirt finds vitamins a Plus

By PATRICIA STRNAD

HOLLAND, MICH.—SquirtCo is introducing vitamin-enriched Diet Squirt Plus for diet and nutrition-conscious consumers.

"There is an emerging consumer awareness of health and fitness," said a spokeswoman for SquirtCo, the domestic franchiser of Squirt brand products. "Diet Squirt Plus is a natural vehicle for those who are concerned about health and drink a lot of nutritionally empty soft drinks."

Diet Squirt Plus, a reformulation of Diet Squirt, is targeted at 25-to-54-year-olds. It contains 50% of the U.S. Recommended Daily Allowance of vitamin C and 10% of the USRDA of five B complex vitamins.

However, SquirtCo cautions that grapefruit-flavor Plus is a vitamin supplement only and shouldn't replace a well balanced diet.

"Most people are on the go so much they don't eat right," the SquirtCo spokeswoman said. "We believe that adding nutrition helps fill a consumer-identified need for good-tasting soft drinks that are better for you."

Beverage Industry, a trade publication for bottlers, reported that 1984 soft-drink consumption surpassed that of water for the second year in a row.

Bottlers will replace Diet Squirt with the Plus brand by yearend, as they deplete their stocks of Diet Squirt. Squirt products are available regionally in all 50 states as well as Canada, the U.K., Mexico and several other Central American countries.

"Our commitment is to produce the very finest soft drinks possible," said J.W. Brooks, president of Squirt & Co., the privately held parent of SquirtCo.

"We are sensitive to consumer concerns," Mr. Brooks said. "While soft drinks will always be consumed first and foremost for fun and refreshment, Diet Squirt Plus satisfies that need while giving consumers added value."

Squirt & Co. prides itself on being an innovator in the soft-drink industry and is recognized as the first to sweeten its diet soft drink with 100% NutraSweet and to bottle soft drinks in plastic containers.

It also created the juice-added segment in the soft-drink category with Diet Squirt.

Competing juice-added diet soft drinks now include Pepsi-Cola's diet Slice, Procter & Gamble's diet Crush and R.J. Reynolds Industries' Diet Sunkist Plus (AA, Oct. 21).

SquirtCo believes it has accomplished another first by going a step further with vitamin-enriched Plus.

The soft-drink industry often has been criticized for failing to meet any basic nutritional needs, said John Baldari, account supervisor at Squirt agency Beber Silverstein & Partners, Miami. SquirtCo is providing bottlers with a 30-second tv spot for Plus. It will break in each market as the brand is introduced.

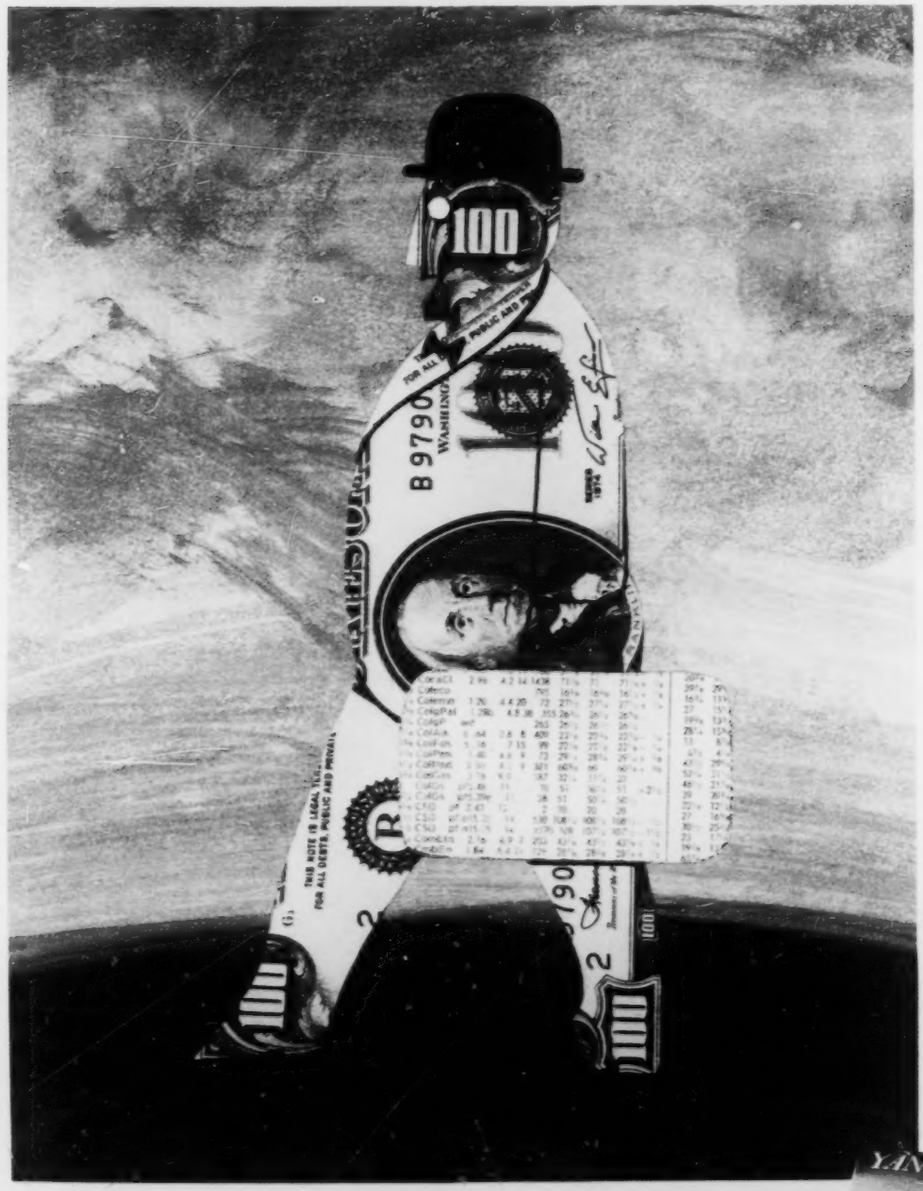
The humorous commercial features a family that argues whether it's the vitamins or taste that makes Plus so good.

Although the mother insists it's the taste that makes her "feel great," she continues to lift three big grocery bags or a stack of books with one hand and Plus in the other.

At the end, she lifts her husband and then her son high above her head and the son says, "I think it's the vitamins."

The creative team at Beber Silverstein included Russ Slaughter, creative director; Paul Spreadbury, copywriter, and Darry Gayle, producer.

The entire Squirt line receives about $3 million a year in advertising support.#



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Where Reading Is Believing

Products

(Continued from Page 30)

packaged in a tube used under eye shadow to keep the color fresh and creaseless. Agency: Waring & LaRose.

Molor Products' Mirrer Wipe. (Westmont, Ill.) Compact squeegee that cleans bathroom mirrors and glass surfaces. No agency.

Products rated for technological innovation:

Preventa Pak Products' Self Check-Up Toxic Bowel Kit. (Beverly Hills, Cal.) A five-minute urine test that checks improper absorption of nutrients through intestinal walls and provides an early warning for certain diseases. Two tests in a kit retailing for $9.95.

Preventa Pak Products' Self Check-Up Calcium Kit. (Beverly Hills, Cal.) A urine test to determine calcium loss and indicating possible kidney stone. Retails for $9.95 for 10 tests.

Preventa Pak Products' Self Check-Up Hemacolon Kit. (Beverly Hills, Cal.) A fecal blood test to check for bowel disease. Three tests to a kit, retailing for $9.95.

Preventa Pak Products' Self Check-Up Vitamin C Kit. (Beverly Hills, Cal.) A drop-on-the-tongue test that indicates how much vitamin C an individual needs. One hundred tests per kit for $9.95.#

Due to late cancelation of an ad, there is no Page 33 or Page 34 in this issue.